



Minutes from 2017 USLCA Annual General Meeting (AGM)

May 5, 2017

San Antonio, TX

Meeting called to order by President Debi Ferrarello at 1:45 p.m. Central Daylight Time

- **Welcome**

Debi Ferrarello, USLCA President, welcomed everyone to the 2017 Annual General Meeting of the United States Lactation Consultant Association.

- **President's Address**

USCLA is continuing to focus on access—for families that need the services of an IBCLC and for aspiring IBCLCs that need access to the profession.

USLCA is creating a directory to match aspiring IBCLCs with mentors. We are partnering with the Lactation Education Accreditation and Approval Review Committee (LEAARC) to help provide resources.

USLCA has provided a model bill to help in the licensure process. All families deserve access to licensed care.

Debi introduced USLCA's Executive Director, Danielle Harmon. Debi provided a brief summary of the skills and achievements Danielle has brought to the organization, including managing the 2017 conference and establishing the Affinity Program for members.

Debi introduced USLCA's Administrative Assistant, Cheryl Rothwell.

Debi introduced USLCA's Director of External Affairs/Treasurer/Licensure, Reimbursement, and Advocacy, Sylvia Edwards.

- **Financials**

Sylvia discussed USLCA's 2016 Expenditure by Category and presented an accompanying graphic.

USLCA is mindful of member dollars and strives to provide valuable member benefits while keeping costs down. Expenditures are broken into FIXED expenses to run the office and FLEXIBLE expenses to implement projects. As membership increases and the fixed expenses are covered, more dollars become available for projects to promote the IBCLC. Expenditures were broken into 3 major categories, Programming Expenses, Board Expenses, and Administrative Expenses.

Administrative is the highest category accounting for 52% with programming coming in second at 43%. Sylvia reported that USLCA did not need to use all financial reserves that had been set aside for use in 2016.

Sylvia discussed USLCA's 2016 Revenue by Category, and explained that 82% of the annual association income originated from membership dues.

- **Licensure & Reimbursement**

Sylvia introduced Marsha Walker and Judy Gutowski as the driving force for USLCA-led licensure efforts. Marsha and Judy were welcomed with a standing ovation.

Sylvia mentioned the two states that have obtained licensure, Rhode Island and Georgia, and briefly mentioned the recent New Mexico bill that was passed, which still requires some clarification.

Sylvia mentioned the published USLCA resources available to assist with state licensure efforts, including the USLCA model bill, the "Fact vs. Fiction: CLC vs IBCLC" document, and the "Efficacy of the IBCLC: Recommendations and Evidence" document.

Sylvia discussed how USLCA is working with other organizations in licensure efforts, including the CDC, ACOG, CSI, and USBC. We are also working with a strategist to create a plan for how to best support the 38 state licensure committees.

- **External Affairs**

Sylvia presented a slide showing the many partnerships USLCA maintains with a variety of organizations. These include:

- Government Entities (such as CDC, WIC, legislators, etc.)
- Health Professions (AAP, ACOG, ABM, etc.)
- IBCLC-focused Organizations (IBLCE, LEAARC, ILCA, etc.)
- Education/Research Organizations (ANCC, university programs, educators, etc.)
- Insurance Underwriters (National Association of Health Underwriters and National Association of Insurance Commissioners)
- National Organizations (USBC, Baby Friendly USA, CGBI, Best for Babes, LLL, etc.)

- **Marketing**

USLCA's Director of Marketing and President-Elect, Christine Staricka outlined a few significant marketing projects undertaken in 2016. These include:

- Implementing the marketing campaign for USLCA's 2017 conference
- Adopting a social media mission
- Consistently advocating for the IBCLC as the national standard in professional lactation care

Christine mentioned that a member suggested USLCA revise its LinkedIn page. The member was instrumental in revamping USLCA's LinkedIn profile, which was identified as a vital way for potential employers to find information about why they should hire an IBCLC.

Christine introduced USLCA's new Director of Marketing, Dominique Gallo. Dominique will continue USLCA marketing efforts by sharing member stories, exploring new communication formats, and initiating important conversations with those in the lactation field and with the general public.

- **Professional Development**

Director of Professional Development, Maureen Dann introduced USLCA's Professional Development Coordinator, Molly Lamansky. One of Molly's first projects in her new role was to sort through and develop the 2016 Needs Assessment.

Maureen announced the main topics of interest identified in the Needs Assessment as:

- Insufficient milk supply, galactagogues
- Infant gut microbiome
- Reimbursement and licensure
- Preterm, near term infants

The Needs Assessment identified the preferred learning modalities as:

- Regional workshops
- Recorded webinars/conference sessions
- Conferences

Maureen mentioned the two regional workshops that took place in 2016, and announced the next regional workshop will take place on September 14, 2017 in the Chicago area.

Maureen recognized the members of USLCA's Professional Development Committee:

- Maureen Dann
- Molly Lamansky
- Laurie Beck
- Ingrid Dixon
- Kathy Parkes
- Karen Querna
- Audrey Thompson
- Mary Unangst

Maureen recognized the members who helped plan and organize USLCA's 2017 conference:

- Veronica Hendrix, Conference Coordinator
- Laurie Beck, Continuing Education
- Marsha Walker, Speaker Coordination
- Alisa Sanders, Exhibitors
- Shannon Wingo, Sponsorships
- Layne Walker, Sponsorships
- Genae Strong, Poster Presentations
- Christine Staricka, Social Media/Marketing
- Annette Leary, Volunteer Coordination
- Mistel DeVarona, Silent Auction/Raffle

- **Member Services**

Director of Member Services/Board Secretary, Ginger Carney discussed the different USLCA membership levels, including the newly-created Retired category.

Ginger reviewed current USLCA membership numbers:

- Members: 2,495
- Elite Members: 399

- Official Chapters: 27

Ginger explained that an Elite Member is someone who is both a member of USLCA and a member of a local chapter.

Ginger presented a map of the 27 active USLCA chapters.

Ginger mentioned USLCA's membership grants that are awarded each quarter. She explained that these grants are funded by donations, and thanked all donors.

- **Clinical Lactation**

Debi mentioned Kathy Kendall-Tackett and her work with USLCA's quarterly journal, *Clinical Lactation*. The journal was recently indexed which makes its articles available for searches in medical/academic databases.

Debi introduced USLCA's new Director of Program Development, Michelle Stulberger.

- **Awards**

- **President's Award:** Pat Steimer (Tennessee)
- **Award of Excellence:** Colette Acker (Pennsylvania)
- **Terry Jo Curtis Award:** Mellissa Alvarado (Texas)
- **Outstanding Chapter Award:** Ohio Lactation Consultant Association
- **Texas "Friends of USLCA":**
 - Evelyn Delgado
 - Tracy Erickson
 - Lindsay Rogers
 - Julie Stagg

In many ways, Texas leads the nation in breastfeeding support for families benefitting from the WIC program. These women have done so much for Texas babies and their families. They understand the importance of the IBCLC in supporting breastfeeding families and have worked hard to address health disparities by making sure that ALL families have access to the national standard in lactation care.

- **Conference Poster Winners**
 - **Judges Selection:** Rebecca Mannel
 - **Audience Selection:** Emily English-Medley

- **Challenges Ahead**

Debi reiterated how important breastfeeding is to women, children, and to the planet. USLCA has joined ABM, Baby-Friendly USA, the AAP, and others to respond to those who cast doubt on the safety of breastfeeding. Debi invited all attendees to join the effort, which may include supporting a Million Baby March, posting material on social media, adapting classes to address concerns, and providing early follow-up after birth center discharge.

USLCA is committed to supporting the IBCLC credential as the national standard in lactation care. All lactation support providers are valuable. Every type of care support is unique and important. Mothers need all kinds of support. The IBCLC is the expert in clinical lactation care.

Every IBCLC has a critical role to play. Collaborate with your IBCLC colleagues with respect for differences. Become active in your local chapter, or start a chapter if your area doesn't have an existing one. Join a USLCA committee. Consider serving on the USLCA Board when a position opens. We may not all be able to contribute in the same way, but we can all do something. We all need each other.

- **Welcome Christine - Thank you Debi**

Debi welcomed Christine Staricka as the new president of USLCA.

Christine thanked Debi Ferrarello for her service to USLCA over the past 2 years as president. Christine presented an award of gratitude to Debi.

- **Q&A**

Q: Kathy Parkes expressed thanks to USLCA for its efforts

Q: Alisa Sanders wished to clarify the Texas "Friends of USLCA" winners. Highlighted how Julie Stagg, State of TX Breastfeeding Coordinator helped expand her program's services to assist all mothers, not only those with WIC.

A: Texas "Friends of USLCA" winners: Evelyn Delgado, Tracy Erickson, Lindsay Rogers, and Julie Stagg

Q: Dee Kassing asked for clarification on the dollar amount of USLCA's revenue.

A: USLCA revenue was about \$11,000 less than our expenditures.

Q: Dee Kassing asked if the diagram showing USCLA partnerships will be made public.

A: Yes, the diagram will be made public.

Q: Annette Leary reminded everyone that the conference raffle drawing would take place at the end of the AGM.

Q: Barbara Wilson-Clay commented on how she loves the idea of regional workshops. She recommended USLCA emphasize offering hands-on, practical skill training, such as cup feeding and how to perform tongue-tie swipes.

Q: An attendee requested USLCA offer more business-related training topics for those in private practice. She also stated her concern about the USLCA national conference being cost-prohibitive.

Q: Becky Mannel put out a plea to all in attendance to help grow USLCA membership. Current members need to help recruit others so that we can all have more of a voice at the national level.

Conference raffle winner selected.

Meeting adjourned.